

Name: _____ Course: _____ Date: _____

BUSINESS INQUIRY AND TAKING ACTION: FAST FASHION

1. Discuss why you chose this topic and any background you have about companies in this industry that you want to look further into. Take notes if it helps you stay focused.

2. Start researching some companies with headquarters in Vancouver and their current environmental practices. Some companies you may want to look at include; *Zara Canada*, *Lululemon*, or *Aritzia*. The website "[Good on You](#)" can help explain the company's impact.

3. Decide which company you are going to write letters to in order to encourage them to change their practices. Look up the names of their CEOs and how to best contact these companies. Some companies have places to register complaints on their websites, others have their corporate address available, and some may provide an email address.

4. Brainstorm the different ways in which the company's environmental practices (or lack thereof) impact different groups of people. Try to amplify the voices of those most impacted by researching how those communities have addressed this issue and adding that to your letter.

5. Read [How to Write an Advocacy Letter](#) and brainstorm the key points you want to highlight.

7. Write your letter in a separate document.

8. There is power in numbers. Brainstorm how to get others involved and passionate enough to join you in your campaign.

PERSONAL
(family/friends)



SCHOOL

**USING YOUR VOICE
TO CREATE CHANGE**

In each box write down ways
you can spread awareness of
your chosen climate solution
to encourage others to join
your campaign

SOCIAL MEDIA

COMMUNITY